



NEWSLETTER – January 30, 2010

MEETING REMINDER

The general meeting of the Chamber is held on the first Tuesday of the month. **The next meeting will be held at 6:30 pm on Tuesday, February 2nd** at the Route 6 Diner. If you haven't attended a Chamber meeting in a while, join us for dinner or a snack so we can get reacquainted.

CHAMBER MEETING PRESENTATION

The February 2nd meeting of the Chamber will feature a presentation by Linda Devlin of the Allegheny National Forest Visitors Bureau. Linda will update us on the new "Trail Central" branding campaign for McKean County, which is designed to attract more tourists to the region and stimulate economic growth. Linda did this presentation for the Heritage Council last week. The content is a real eye-opener!

"TRAIL CENTRAL" BRANDING CAMPAIGN UNVEILED

The Allegheny National Forest Visitors Bureau (ANFVB) has issued a 67-page branding report for McKean County, providing details of its "Trail Central" campaign. The report includes great ideas for brand and destination development that will be of value to any business in Smethport that benefits from tourism.

As the report notes, the long-term goal of the brand is to increase the economic impact from tourism in four ways:

1. Increase the number of people visiting the area
2. Increase average length of stay (ALOS) of those who visit the area
3. Increase revenue per visitor (RevPEV), or the amount each visitor spends
4. Decrease "economic leakage" of tourism revenues, a situation that occurs when tourists use local resources (e.g., Hamlin Lake for fishing and picnics), but leave without spending money in Smethport.

The report offers numerous ways for your business to tie in the ANFVB "Trail Central" branding campaign with your own marketing efforts through the use of its logo, colors and advertising materials.

You can download the complete report from the Chamber website at:
www.smethportchamber.com/ANF-Branding-Report.pdf.

URGENT – BUILDING & OFFICE SPACE INVENTORY

The Natural Gas Expo is being held March 17th and 18th in Coudersport. The Smethport Area Chamber of Commerce will share a booth with 6 other agencies from McKean County. Our purpose is to acquaint representatives of the natural gas industry with the advantages of leasing buildings and offices in Smethport.

With natural gas drilling set to take place in the region around Smethport – about 200 drilling sites have already been identified – several gas exploration firms have expressed interest in Smethport as a possible business location. Now we want to reach out to others in the industry, and the Natural Gas Expo is an ideal opportunity.

All of this activity is related to the development of the Marcellus Shale natural gas reserve, which is expected to create more than 98,000 jobs and contribute over \$14 billion into the state's economy in 2010, according to a recent report released by the Pennsylvania State University College of Earth and Mineral Sciences.

To be effective at this Expo, we need to bring an inventory of available buildings and offices. Specifically, we need to know the floor space and price per square foot, amenities (e.g., parking lots, outdoor storage facilities, etc.), term of lease, and owner contact information.

The Chamber's role will be to facilitate contact between property owners and potential lessees and then step back so the two parties can negotiate their own deal.

Property owners are invited to contact Nathan Muller with their information: 814-887-4134 or njmuller@comcast.net. Your information will not be used for any other purpose.

ANNUAL FOOD & BEVERAGE CONFERENCE

The PA Tourism & Lodging Association will host its fourth Annual Food & Beverage Conference on Tuesday, February 23rd at the Penn Stater Conference Center Hotel in State College, PA.

The Conference will provide quality educational sessions and networking opportunities for all levels of culinary and food & beverage professionals. With the theme "Shift Your Focus," the agenda will concentrate on new and innovative culinary ideas and practices that you may never have considered before.

Attendees will have an opportunity to learn about Penn State's Team Innovation Center and Group Systems Software by participating in a strategic planning activity. A mini-computer lab will allow participants to complete a quick survey about how they are currently conducting business and strategic planning sessions for their own businesses. Data will also be collected, summarized and shared with participants at the conclusion of the Conference.

To register, please visit www.patourism.org/fb

CHANGE TO CHAMBER BYLAWS

At the last general meeting, with a quorum present, and by unanimous vote, Section V of the Chamber bylaws was amended to include this section:

A quorum of the Board of Directors is authorized to act as necessary to conduct Chamber business in a timely manner, including: allocating and expending funds for its operation; entering into agreements with other organizations; and raising and spending funds in support of persons, organizations, and events that are consistent with the Chamber's mission. The decisions of the Board shall be reported to the Membership at the next general meeting of the Chamber.

An updated copy of the bylaws is available on the Chamber website at:

www.smethportchamber.com/BY-LAWS-Effective-1-7-2010.pdf

NEWSLETTER ARCHIVE

In case you need to refer to a past newsletter, the Chamber website now has an archive at:

www.smethportchamber.com/chamber_newsletter.htm

MEMBERSHIP 2009-2010

As of January 30th, the Chamber has 48 individuals, businesses and other organizations as members. Members highlighted in yellow have joined since the last newsletter:

ADP Rentals
Allegheny National Forest Vacation Bureau - ANFVB
Ascent Solutions
Barbara Bowman
Bill Lake Real Estate
Buchanan Bros. Pharmacy
Casella Waste Systems
Chef Specialties
Colonial Radio Group
Corner Restaurant & Bar (Annin Enterprises Inc.)
Diane Covert
Dr. D.L. Rumsey
Enchanted Mountain Advertising
Edward Jones FA Keith Delacour
Ferman's Auto
Forcon Inc.
Garden Club
George and Deborah Tufts
Hancock Forestry
Heritage Suites (Bradford)
James B. Kane, Jr. DMD
James P. Miller, Attorney at Law
Jennifer Messinger
Keppel Stone Works
Kwik Fill
Lakeview Living & Rehabilitation

Les Jordan, Jr.
Lindgren's Variety Store
McKean County Fair
McKean County Historical Society
Northwest Savings Bank
Olsen & Tenglund Inc.
Phillis Barnhart
Radio Shack
Ronald Tanner
Ross and Jovanna Porter
Rt. 6 Diner
Senior Center
St. Elizabeth of Hungary R.C. Church
St. Luke's Episcopal Church
Smethport Area School District
Smethport Drive-In
The Country Porch
United Refining Company of Pennsylvania (Warren)
United Way
Veterans of Foreign Wars – V.F.W.
Wayne and Mary Lee Pearson
Woods Baker & Ross

*** NOTE:** If you do not see your name / organization on this list, please drop a note to:
njmuller@comcast.net.

BOARD OF DIRECTORS: Nathan Muller, President; Rose Bishop, V. President;
Diana Covert, Secretary; Lu Vandermark, Treasurer; Jeff Keppel; Jackie Taylor; Scott
Christie

WEBSITE: www.smethportchamber.com

FREE ADVERTISING: If your business is located in the Borough, Smethport Web will host an advertising banner at no charge. Send advertising copy, images, and contact information to advertising@smethportpa.org. Don't miss this opportunity to use the power of the Internet to enhance your business. All the design work will even be done for you!